



## MARTY HOLLERAN

Marty Holleran is a transformational CEO and board director. He brings more than 25 years of executive experience as a Corporate Officer with GE, running multibillion-dollar divisions for one of the world's most recognized brands, as well as leading multinational companies and fast-growth startups through IPOs and turnarounds. Currently, he is Vice Chairman of Merryck & Co Americas. As a Merryck mentor, he has worked with C-suite executives and senior leaders in the telecommunications, food manufacturing, construction, engineering, pharmaceutical and energy industries.

In addition to his work at Merryck & Co, Holleran is a board director of InnovAlarm. He was also board chairman of GFR Consulting. Previously, he served on the Board of Regents at Catholic University and board of directors at St. Josephs College. When his two grandchildren were diagnosed with a rare form of muscular dystrophy, Holleran established the Children's Pompe Foundation with his son-in-law, an organization that funded the research for a cure for this disease. As a result of the Foundation, a company was founded and then acquired by Genzyme Inc, culminating in a federally-approved drug for the disease. His grandchildren, initially given three months to live when diagnosed at 1 and 2-years old, are now living healthy, fulfilling lives.

Holleran enjoyed a 26-year career with GE, leading numerous operating divisions, culminating in his role as a Corporate Officer. His tenure included being selected by GE for the Presidential Executive Interchange Program in Washington, DC where he held a key government leadership role as a Deputy Administrator at the Department of Agriculture. In addition, Holleran successfully led a \$5B P&L for GE's major appliance sales and marketing business.

Holleran moved from GE as part of a major transaction with its consumer electronics business, and was named president and CEO of Thomson Consumer Electronics Sales and Marketing Company, the #1 U.S. consumer electronics company at the time, with more than \$3B in revenues. Under his leadership, Holleran restructured the entire business while developing a worldclass sales, marketing, and distribution organization.

Following GE and Thomson, Holleran became President and COO of Emerson Radio where he oversaw this publicly traded company through a hostile corporate takeover. Holleran then served as CEO for Projectavision, a hi-tech pioneer in the field of HDTV and eventually led the company through its IPO. Following, he became president and CEO of InnovAlarm, a fast-growth, startup venture developing audio detection technology.

As president and CEO of Electrolux Home Care Products NA, Holleran successfully executed a complete turnaround of the company which increased overall competitive positioning of the business. At Genca, a subsidiary of General Cable Corp, Holleran served as president and CEO where he led a significant turnaround and restructuring for this wire and cable industry business, resulting in its successful sale to a major competitor.

Holleran has received the "Torch of Liberty" Award from the Anti-Defamation League and was named to the Irish Business 100 Top Executives. He earned his B.S. from the University of Scranton and a master's in electrical engineering from the University of Delaware. He is married with three adult children.

*"Marty's driving mission was to help me succeed. Trusting him gave me the confidence to work through a variety of issues with a very capable and seasoned professional whose only concern was me. The best analogy I can think of is the relationship between a golfer and his caddy. Except in this case, the caddy was a former champion who had played the game at its highest levels."*

*CEO, National Food Manufacturing Company*